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ABSTRACT

This book offers college and university administrators the information they need to take the next critical step they need after formulating a strategic plan. It includes concrete suggestions on how to implement a plan that will be conducive to both the institution and the community. The chapters are: (1) "Forces of Change and the Importance of Strategic Planning"; (2) "A Basic Choice Model for Traditional Academic Organizations"; (3) "Extending the Model to Nontraditional and Alternative Educational Providers"; (4) "Refining the Model for Enhanced Competitive Positioning"; (5) "Tools and an Instrument for Applying the Model"; (6) "The Hard Facts of Implementing Change"; (7) "Eleven Approaches to Implementing Successful Strategic Change"; (8) "Why Gradual Change Is Most Effective"; (9) "The Human Factor in Strategic Change"; (10) "Navigation and Negotiation Strategies for Change Leaders"; (11) "Preserving and Nurturing Changes That Are Made; and (12) "From Strategy to Change: A Summary Perspective." (Contains 12 figures, 7 tables, 1 exhibit, and 202 references.) (SLD)

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